ISSUE 48, MAY 13TH, 2014

the Unless Press

Serving Greenville, Solla Sollew, and surrounding areas.

~ Balcony Sightings ~

High atop his infamous factory, a once beloved and respected man, decoratively clad in green, black, and white, could look out over his balcony and survey the sights set before him: a then beautiful valley coated with Truffula trees and all manner of animal life. In this issue, we, too, look out over our balcony to gaze upon the happenings taking place in the fandom. Our sightings of the week? Highlights of lesser-known blogs that some new members may not be aware of, a new "Analysis" section of the paper, a discussion of Nostalgia Critic's review of *The Lorax*, and more…! •

~ Upcoming Events ~

Hike at Night:
May 7, 2014
Come and join the Solla Sollew hiking crew for a nightly trek in the forest!

Bake Off:
May 13, 2014
Pancakes, muffins, cakes, and more! Greenville's annual bake-off is at 2PM.

Day at the Races:
May 24, 2014
Bike race in the park at Greenville. 11AM. Bring lots of water, racers!!

Art Spotlight!

Many thanks go out to all of the artists whose work is featured in this issue, including:

Teacup-mun & **Forgetfulthings**

~ Order Up! ~

Bring in the entrées! It's time to serve up dishes of news heard amongst the fandom....

~ Light the Candles ~

We have a couple of birthdays to announce in this week's issue of the "Press", so read on....

Thneedprincess/Wendybirb – Fondly known by some as "Unfy", Miss Carsen celebrates her birthday on the 17th of this month! Go wish her a happy birthday!

Ask-jamler-and-the-twins – The twins of this blog (those two being Sweets-ler and Trick-ler) celebrate their birthday on May 30th! Why not wish them a happy one?

Others who celebrate a birthday this month include Penny (**Triggeringbiggering**) and **Travelingmadness**. For a full list of various members' birthdays, please refer to this post:

http://travelingmadness.tumblr.com/post/23758635233/birthday-list

~ Draw the Curtains ~

Although this bit of news is rather dated, it may be worth noting that **Ask-teacup-onceler** is currently on hiatus and has been for at least two months. We hope that his mun (moderator) is doing well and that he will return soon!

~ Spotlighted: Askgreedler ~

This ask blog's story takes place post the Once-ler's success with the Thneed, after everyone, including his family, has left and his factory has closed. He dresses quite the same as the original, green-suited Once-ler in the movie does, although the bags under his eyes are considerably more pronounced due to a lack of sleep and terrifying nightmares. Despite him sometimes getting a bit snappy, however, he is really a nice chap at heart. Why not go cheer him up?

http://askgreedler.tumblr.com

~ Shining Moment ~

What with the moderators of more popular blogs, such as Swag, One-ler, Bitter, Entre, and Rocky, moving on with their lives, some of the smaller blogs have garnered more attention lately. Below is a list (for newer members) of some ask blogs that you may not yet know about, or, in the case of old-time members, some folks that you may have forgotten….

Insideler

Insideler likes to remain just that: locked behind doors. Having gone through a lot, both physically and emotionally, it is exceptionally difficult to get him out of his hole, but he's quite sweet at heart.

http://insideler.tumblr.com

Victorian Once-ler

Quite the proper fellow, this Once-ler is not only a Thneed creator, but also a fashion designer. Don't let his looks fool you, though. This ask blog is a lot older than he first appears to be….

http://victorianonceler.tumblr.com

Gentleman Once-ler

Those familiar with "Gent" know him to be kind, loving, supportive, and an all-around gentleman to his followers. One of the first Once-ler ask blogs, Gentleman continues to make others smile.

http://askgentlemanonceler.tumblr.com

Theodore Wiggins

Heavily involved in the now abandoned "Camp Entre", the always positive Ted still answers asks:

http://theodore-wiggins.tumblr.com

~ Did You Know? ~

Small as it started out, the Once-ler/Lorax fandom has had some small "milestones". *The Unless Press* was mentioned in a news website, the term "Greed-ler" was recently added to the online Urban Dictionary, and the fandom itself is known by such well-known individuals as the Nostalgia Critic and even Ed Helms!

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~ Analysis Corner ~

~ Flexible Fingers ~

Welcome to the Analysis Corner! Throughout the days, weeks, months, and years since the birth of the Once-ler/Lorax fandom, members of our vast community have taken the time to analyze, study, and dissect every bit and piece of the 2012 film, *The Lorax*, in an attempt to gain a better understanding of its character histories and personalities, discover hidden gems tucked within the folds of the reels, and unearth clues that give a greater insight into the actions taken by the individuals in the production.

Today, we go back a little ways and zoom in on a gif that fandom member **Oncelers-eyelashes** highlighted some time ago (a screencap of which can be seen below). Those familiar with *The Lorax* will be able to point out what scene from the movie that this is from right away. It takes place during the "How Bad Can I Be?" song sequence detailing the Once-ler's rise to fame. In it, a very brief moment goes by in which the Once-ler shuffles through an impressive wad of moolah, counting every bill as he flips through them with his fingers. This post was responded to by **Cherrycolouredpenguins**, who pointed out that the Once-ler is a guitarist, and that "in order to play quicker tunes, they have to develop the ability to 'walk' their fingers like this, because the more fingers you use, the faster you can play". Whereas a less-experienced musician may have difficulty counting this fast, the Once-ler does it with speed and professionalism. You can read up on the entire post via the link featured below:

http://plutonis.tumblr.com/post/54578067845/oncelers-eyelashes-cherrycolouredpenguins

This is only one of many interesting tidbits of information that the Once-ler/Lorax fandom has unveiled since the film's release. Be sure to tune in next week for yet another analysis post! •

~ Peak Reviews – Nostalgia Critic on *The Lorax* ~

Despite its devoted fan base, the undeniable fact is that *The Lorax* remains a mediocre production at best, and so it came as no surprise when Doug Walker (a.k.a., the man behind "The Nostalgia Critic") reviewed the film, calling out its many faults and even playing a bit of fun at the fandom.

When Doug's review was released on May 6th of this year, the fandom quickly responded. Some agreed with the review, pointing out that the accusations that were made against the movie were sound and not thrown about at random. Others… not so much.

Of the criticisms given, Mr. Walker knocked down the film for its contradictory message (in that, while the production itself stressed caring for the environment and that nature and people are more important than money, television advertisements involving the Lorax from the film preached just the opposite), unnecessary sequences that added nothing to the story, painfully generic character types and situations, rushed scenes, and more.

Some Once-lings have agreed with Doug's criticisms, including **Four-horsemen-for-the-end**, who states…

"One of the things he mentions that actually is something that always bugged me is how fast the Once-ler went from goofy loveable dork to corrupt monster. Critic is right the How Bad Can I Be song though one of my favourites is to fast and they should have spent less time with Ted and more on how Once was turned into the shut in man we see in Ted's time."

They also mentioned that…

"And you know his biggest point? That the movie was so pandering to what's cool and fast paced to keep people entertained that it holds no weight. He points out that we have lost so many people in this fandom because people lost interest over time because they missed the original weight of the book or 72."

And rightly so. While some of us may defend this film, and while a few were even offended by Doug's portrayal of the fandom as raving fan girls who cared only for surface aspects of the Once-ler, such as his looks, the truth remains that the original book, *The Lorax*, deserves so much better of an adaptation than what was served to us here.

While Dr. Seuss's book stresses the importance of caring for the environment, the dangers of greed, and the pitfalls of an individual due to wrong choices, and illustrates all of this in a memorable and direct way, the film dodges the main issues and story one too many times, only focusing on what the book itself was about in a matter of 8-10 minutes. What purpose does Ted's backstory with Audrey serve? How do such scenes as the river sequence possibly move the story forward in any way? As amazing as the "How Bad Can I Be?" sequence is, should we not have been treated to so much more of the Once-ler's transformation than a short song? It is true that there are several notable things about the film that are rather heartfelt, but it certainly could have been so much more.

In defense of the fandom, we all know that it is made up of more than just rabid fan girls. While certain aspects of our community are (and have been) rather embarrassing, we don't just like the Once-ler for his looks. We find great interest in his history and relationships with other entities, we have analyzed every frame of the film (from color theory to characters' transformations), and we have built upon this fandom in ways no one ever imagined when it first started up. And so, while the film we enjoy is certainly not perfect, we can still have fun in this fandom we treasure while recognizing that the film has its faults.

Doug Walker, also known as "The Nostalgia Critic", is well-known for reviewing films that are downright horrible… to simply mediocre… to classics (which, in themselves, may harbor some faults). To watch Doug's review on *The Lorax*, feel free to check it out via this link:

http://thatguywiththeglasses.com/videolinks/thatguywiththeglasses/nostalgia-critic/43234-the-lorax

~ Interview – Anti-Once-ler ~

We've reviewed many an ask blog in the past, but never before have we interviewed an "anti-Once-ler". Please join us as we sit down and ask a few questions of this interesting individual.

Q. You are a most unusual individual in that you share some characteristics with the Once-ler, but are anti said character. What makes you an anti Once-ler?

A. Well, the name "The Anti Once-ler" is a given title that I can't help. I'd prefer if people would call me Mr. Stonewell. I don't like to be mistaken for The Once-ler boy. We're not related. Not at all. So I'm terribly sorry; I'm afraid I cannot answer your question properly.

Q. Do you have any special abilities? If not, are there any special powers you wish you had?

A. Special abilities? My, my…. That sounds like a question for a super hero. ;)

Anyways, I'm good at playing the violin and I paint pictures in my spare time – mostly still life. Furthermore, I have really good bonds with animals. My hand muscles are really strong in some way.

Q. What is one thing you love about your personality?

A. I'm a calm, graceful, and tidy person. I really like that about myself.

Q. Got a favorite time of day?

A. It's definitely evening. The time where I can relax and slack off. Drinking tea, sitting in my wing chair at my library, and reading a good book.

Anti-Once-ler is the creation of Tumblr member **Jamie-Rockz**, and can be found here:

http://anti-once-ler.tumblr.com

~ Suggestions? ~

Our fandom is a fairly decent-sized one, where even great ask blogs tend to get overlooked. Community members are no exception. Is there someone – fan or ask blog – whom you'd like to see interviewed and/or featured in the paper? If so, don't be shy. Shoot us a suggestion! We will take your request into consideration. We also accept news reports from any of our followers and will take in requests for articles to be featured. While there is no guarantee that what you submit will be posted up in the newsletter, we appreciate any and all suggestions brought in by our fans and followers.

~ Thank you! ~

Speak for the fans!

Have something to say to us? Is there anything you'd like to see featured in the paper? Perhaps you have a concern you wish to bring to our attention, or maybe you simply would like to send on a fan letter? If so, shoot us a note! Your comment and/or suggestion may be featured in the paper!

~ Let it Grow! ~